



Convincing the politicians

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2001 - 2012

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THALES



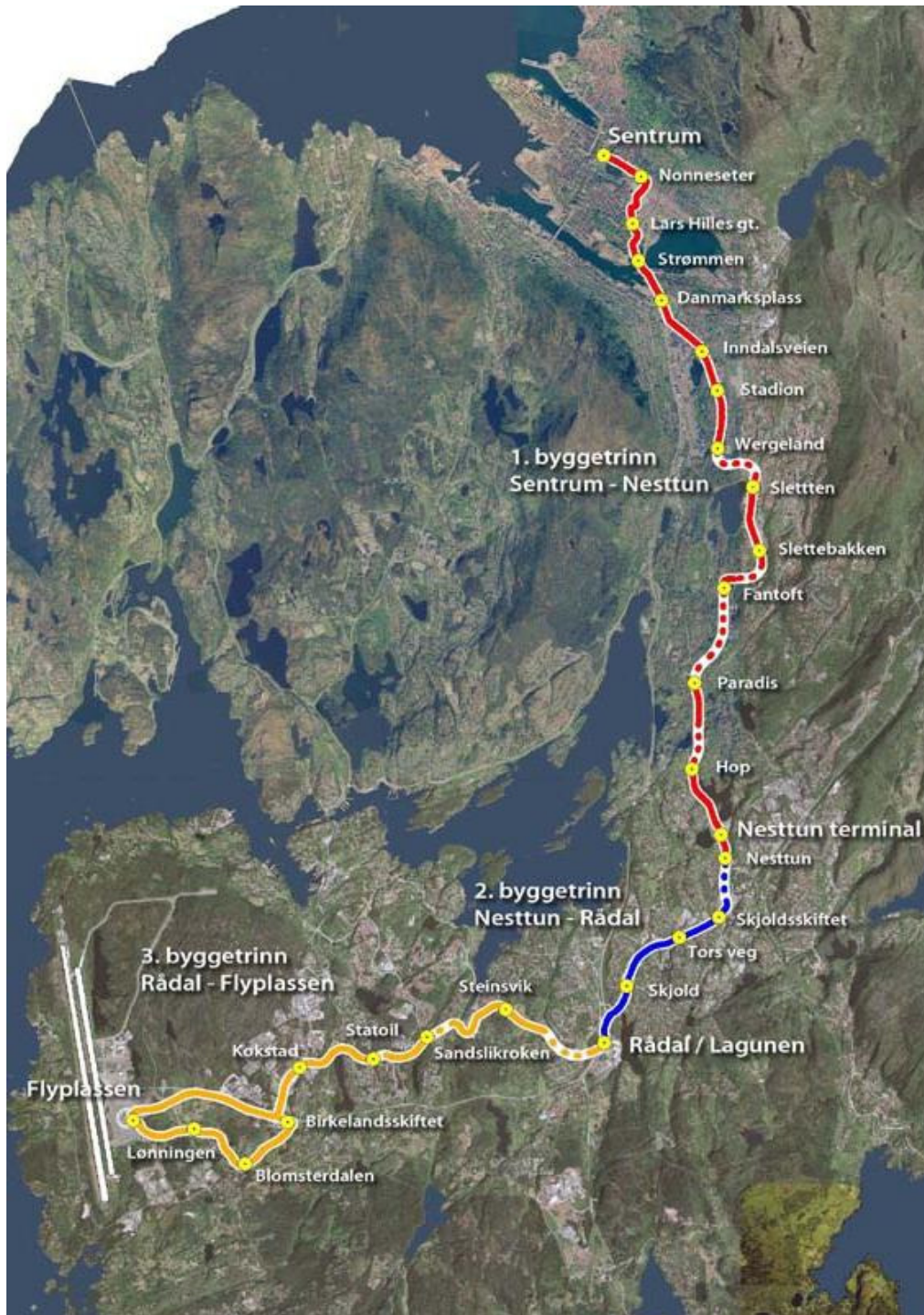




CITY OF BERGEN

- area 465.3 km²
- population 250 000 / 350 000
- average temperature:
July 13.5C January 1.5C
- average rainfall:
2 250 mm / year





- First feasibility studies in 1990.
- Line 1 from the city centre to airport at Flesland approved by Bergen City Council in 2000.
- Financing and national approval in Norwegian Parliament in 2006.
- Construction start in 2008.

Status 2012

- 1. section in operation from June 2010
- 2. section under construction, open 2013
- 3. section under design to airport, open 2016
- 4. section (north) environmental assessment
- 5. section (west), alignment studies later this year



Convincing in Bergen had three parts

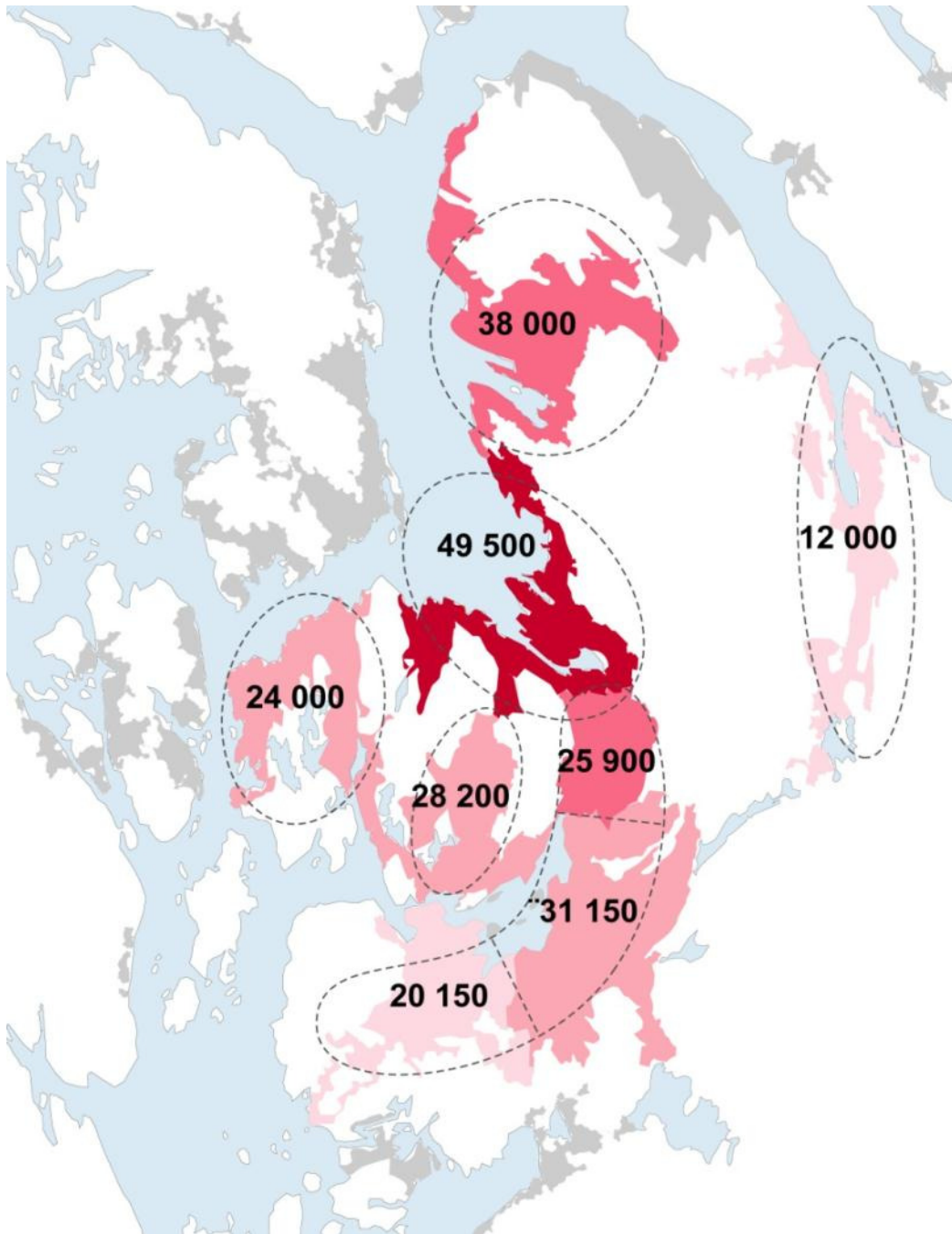
- Selling the project
- Open participation in the debate
- Paying for the project



Prepare the sales campaign

- Clearly identify where you want to go
- What problems will you address
- How will the project meet the long-term goals of the politicians





Sell but educate

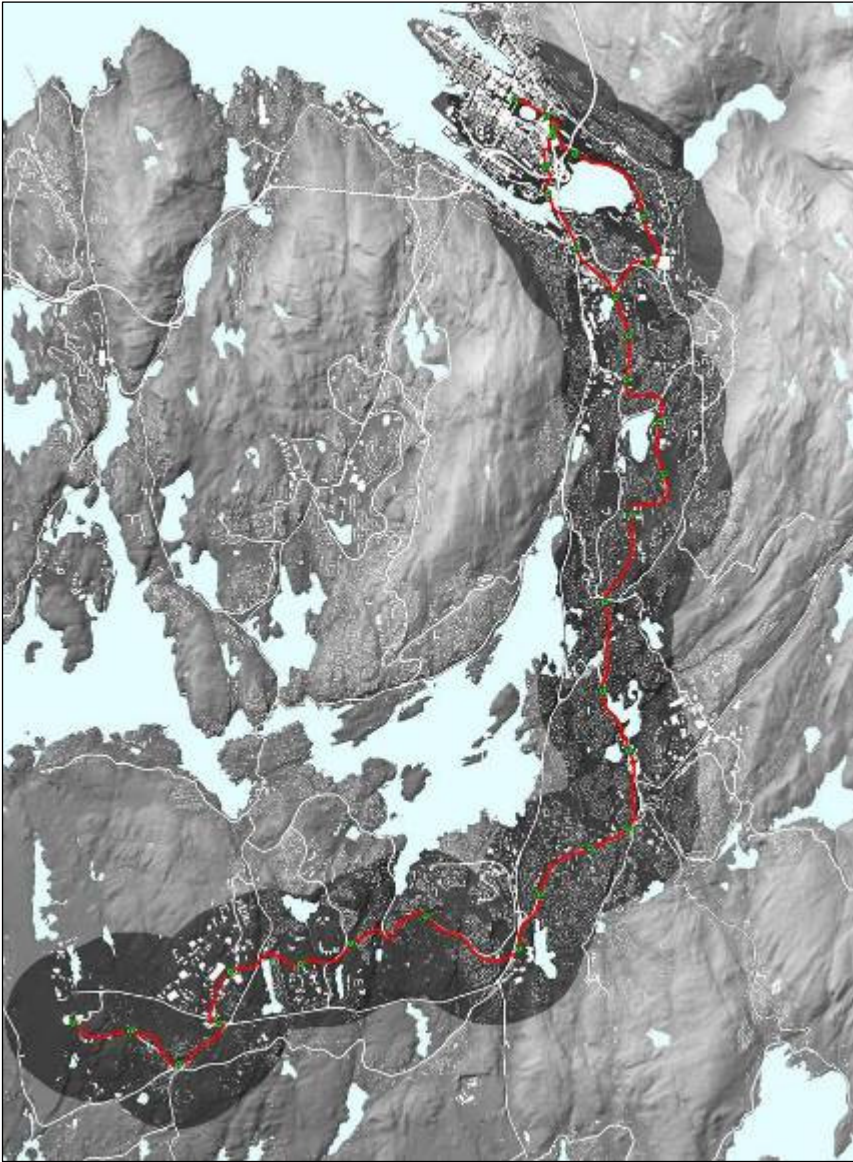
Population: 250 000

20% in the central area (CBD)

30% in the proposed corridor

50% other areas

Why Bergen?



- Bergen is a corridor city
- Population concentrated in the valleys
- Topography helps to establish effective public transport in these corridors
- In the Bergen valley:
 - living 127 000 persons
 - working 97 000 persons

Participate in the debate

- Honest, realistic and open
- Always available
- Listen and adjust
- Present both sides

Paying for the project

- Right place / right time (luck)
- Renewal of Toll ring in Bergen in 2001
- Political need to support public transport
- Result Bergen Program for Transport, City Development and Environment
- All levels of government involved
- Broad political support because of interdependency of key projects



bybanen
BERGEN LIGHT RAIL



Thank you for your attention!



reddot design award
winner 2011



bybanen
BERGEN LIGHT RAIL